

ORDER



KSNV

Orders
Order / Rev: 106366 /
Alt Order #: 06850388
Product Desc: AMER CROSSROADS ADD
Estimate: 953
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Crossroads Media, LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/04/12	2	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	2	\$7,200.00	\$6,120.00	0.00
Totals	2	\$7,200.00	\$6,120.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$7,200.00
Market	100%	\$36,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$9,720.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$7,200.00
KTUD	0%	\$0.00
KVVU	33%	\$11,880.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Wednesday Prime 9-10pm															

Am Got Talent

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	--W----	1	\$4,000.00	0.00

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E 1	KSNV	10/03/12	10/03/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Am Got Talent															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	--W----		1		\$4,000.00		0.00					
E 2	KSNV	10/04/12	10/04/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
ROCK CENTER W/BRIAN WILLIA- MS (OR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---		1		\$3,200.00		0.00					
													Totals	2	\$7,200.00